

5

Direct Mail Secrets That Work

Align with Marketing
& Business Strategy

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PLAN

Timing
Audience
Goals



LIST

Demographics
Profiles
Data Suppression



CREATE

Format
Offer
Messaging
Design



MAIL

Lowest Postage Rates
Timing
Local vs. National



TRACK

Responses
Match-Back
ROI

5 Direct Mail Secrets That Work

Run smart direct marketing campaigns using our proven strategies.

Direct mail is an established marketing medium that can work wonders for getting new customers and keeping loyal followers – whether you stand as a business owner, entrepreneur, creative freelancer or marketer.

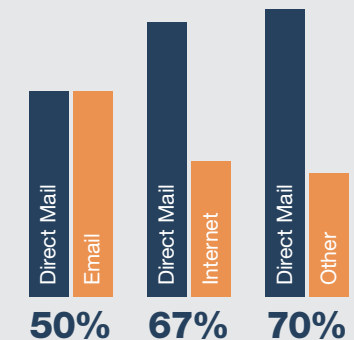
We understand the nature of day-to-day business demands, and how simultaneously promoting your brand, products or services may seem like an overwhelming task. As our client, we'll ensure that you understand direct mail has several important components, which can make it seem more daunting than other types of marketing. While direct mail marketing may not seem familiar or easy at first, the payoff is incredible when it's done right.

That's why the team at Modern Postcard is on your side and can help you develop savvy [direct marketing campaigns](#) to drive new business. We're experts in simplifying the process and guiding you through it, from start to finish. Keep reading to learn the five major elements of direct mail marketing, along with our best kept industry secrets to increase the success of your campaigns and overall return on investment!



WHY IT WORKS

An Epsilon study found that over **50% of consumers** prefer direct mail over email. **67% feel direct mail is more personal** than the Internet, and **70% preferred mail** for receiving unsolicited information from unfamiliar companies.



1 Define Your Marketing Plan

Set your business up for increased brand awareness and new customers.

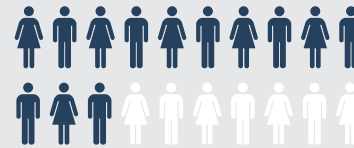
If your business already has a formal marketing plan, you should align direct mail campaigns with your marketing objectives and branding. If you don't have a marketing plan, simply ask yourself the following key questions:

- ✔ What do I want to accomplish?
Get more customers?
Increase awareness?
Drive website traffic?
- ✔ What am I trying to sell? What makes my services unique?
Why do customers choose my business?
- ✔ Who will listen and respond to my message? Who is my typical customer and what's their income?
- ✔ When should I mail and how often? When do I need a bump in sales? What are my industry's trends?
- ✔ How will I track my responses: redeemed coupons, email newsletter sign-ups, Facebook fans?

WHY IT WORKS

65% of online Americans have made a product or service purchase because of direct mail they received.

Source: Exact Target Channel Preference Survey



2 Line-up Your List for the Best Response

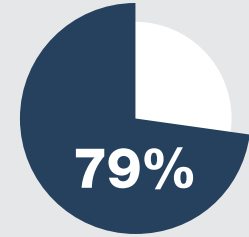
According to the experts, your mailing list accounts for 40-60% of your campaign's success.

In fact, your list is the most important element of a money-making direct mail campaign. Basically, no matter how bad a mailer is, if it's sent to the right people it still has a chance of working. On the flipside, a great looking piece will have little chance of getting a response if sent to the wrong audience.

So how do you find the right audience? If you have a current customer list, that's a great place to start. These are people who have already done business with you, so chances are they'll do so again.

But what if you want new customers? This is where many businesses could run into a snag. Sure, you could try to guess at your customer profile by selecting a combination of demographics and lifestyle traits, but what if you get it wrong? Is there a better, more reliable way of finding the right list?

The answer is yes! Our list experts can create a [complimentary Customer Profile Report](#) based on your current customers and generate a new, more targeted list based on who your best customers are. You'll be confident knowing that you're targeting those prospects most likely to buy from you. Just ask your Direct Marketing Specialist for your free, no obligation list consultation.



WHY IT WORKS

79% of consumers will act on direct mail immediately compared to only 45% who say they deal with email straightaway.

Source: Direct Marketing Association



3 Develop and Launch Creative That Wows

Create a piece that grabs attention and includes an offer to boost new customers and sales.

Eye-Catching Mailers and Handouts

In the old-school days of direct mail, some believed creative design had minimal impact on the success of a campaign. They were wrong – good design absolutely matters. It grabs attention and creates interaction, giving your piece time to convince prospects to respond. Here are some best practices:

- ✔ Stick with imagery that is relevant, colorful and grabs instant attention
- ✔ Copy needs to communicate almost as quickly as your imagery

- ✔ Keep headlines short, engaging and to the point
- ✔ As for body copy, the shorter it is, the more likely it will be read
- ✔ Bullet points are very effective

Need Professional Design Help?

Modern offers various levels of [Creative Services](#), designed to fit your needs. This includes anything from reviewing your piece, to creating layouts, to improving upon a design or concept you started, to complete creative strategy and design. Our team of direct mail design experts are happy to advise you on your design ideas or specific creative needs, helping you put your best foot forward before your next campaign launches.

“Always Be Closing” (ABC) with a Mafia Offer

It’s smart to include an offer that your customers find so valuable, they’re instantly motivated to

respond. A quick litmus test? We like to ask: what would get you off the couch and act? If you’re sending out a weak offer, don’t be surprised by a weak response.

So, what is the right offer?

We advise our clients to look at it from a completely new perspective. Ask yourself, ‘what’s the biggest discount I’m willing to give to virtually guarantee a new customer?’ Here’s a term that we like to get our clients comfortable with: the Mafia Offer. In other words, the offer you can’t refuse.

We can help.

Give yourself the best chance to succeed by putting the best possible offer on the table. Our marketing experts will even review your offer to ensure it gives you maximum results. Or, we’ll help you define some good offers that line-up with your sales goals.

WHY IT WORKS

A USPS study shows that mailed catalogs have a huge influence on generating online sales. Catalog recipients **purchased 28% more items and spent 28% more money** than their non-catalog counterparts. The study also noted a **revenue lift of 163%** for websites supported by catalogs as opposed to those that were not.

Source: USPS Delivered Magazine



4 Mail at the Lowest Possible Rate

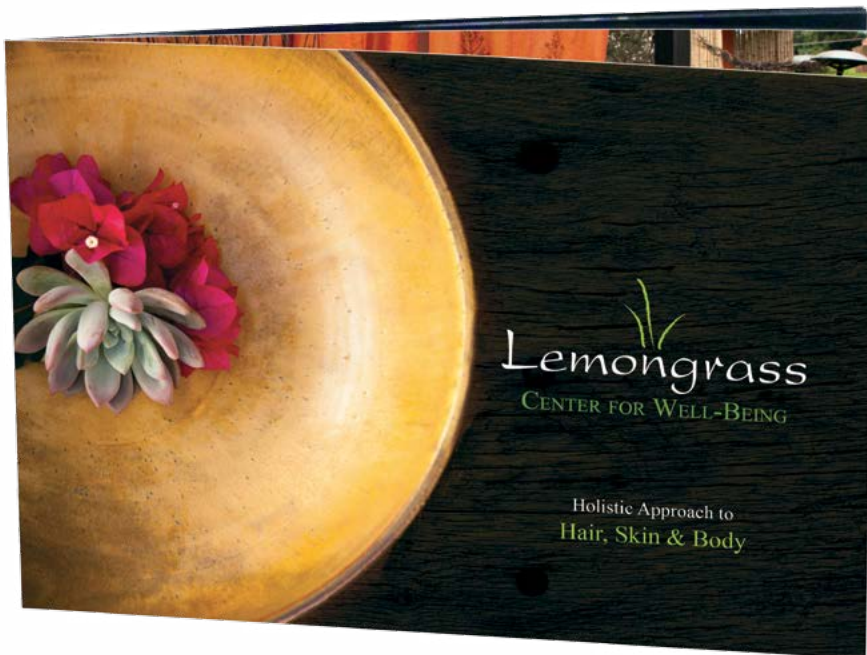
The less you spend on postage, the better your ROI is going to be.

So how do you keep postage costs down? For most mailings, postage is the largest part of direct mail costs, so it takes an expert approach to get the most bang for your postal buck. One method is to use standard (bulk) rate instead of first class. Plus, there are several other ways to achieve deeper

postage discounts. Here's how:

If your mail has geographic concentration, you may qualify for a lower postage rate. Discounts are also likely when combining your mailing with other large mailings, thereby creating savings for everyone. Only a thorough analysis of your mailing list will show what discounts are available to you.

So how do you find out about your savings? Our mailing experts analyze your mailing lists to see what discounted options may be available for you. Once our analysis is complete, you'll review the results with your rep to determine what works best for your needs. Working with Modern Postcard means you'll always benefit from the lowest possible postage rates.



WHY IT WORKS

Direct mail has a response rate of up to **10 to 30 times that of email**, and even higher when compared to online display.

Source: Direct Marketing Association



5 Tracking and Tweaking for the Win

Once your piece has been mailed, it's time to review and understand the results.

Track Your Campaign's Success

Uncovering your campaign's results may sound exciting and scary at the same time, but it's very similar to email campaign tracking (direct mail simply uses a different method). By knowing how well your mailer or handout works, you'll learn how to improve your next campaign for even better results. Here are a few examples of how you can keep track:

- ✓ Include a coupon and count how many are redeemed on or offline
- ✓ Drive calls to a dedicated phone line, such as unique toll-free numbers

- ✓ Add a business reply mailer to get your count and even gather info about customers
- ✓ Create and drive traffic to a unique web page, for example [yoursite.com/mailoffer](#)
- ✓ Keep a basic, running total of how many new "likes" you get on Facebook
- ✓ Match-back purchases to your mailing list
- ✓ Measure visits to your website before, during and after your mailing

The key to tracking success is to compare your marketing costs versus the revenue generated. Modern Postcard has a convenient ROI calculator that determines exactly how much profit you gained – just ask one of our experts to show you how to use it. Direct mail campaigns that generate positive revenue are always worth repeating.

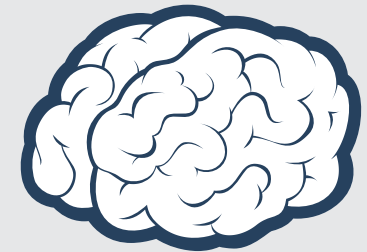
Plan Your Next Marketing Campaign

Follow-up mailers will keep you top of mind. Consider your typical sales cycle, market trends, your available marketing budget and your customers' purchase histories to determine the best time to roll out another campaign. Be sure to experiment with your coupons and offers, as well as creative execution. Track the differences until you find your sweet spot. And of course, the team at Modern can help with all of the above.

WHY IT WORKS

Neuroscience studies show that physical, tangible material such as print and direct mail leave a **deeper footprint in the human brain** than virtual material.

Source: Millward Brown Global Research Study





WHY IT WORKS
With over 170,000 mailing orders processed to date, and about 40 million customer cards mailed per year, we have the right direct mail experience to help your business thrive.

Let's Get Your Campaign Running

Our experienced and friendly Direct Marketing Specialists have helped over 60,000 businesses run successful campaigns from start to finish. We'll work with your budget and timeline to achieve your goals. Give us a call today: **800.959.8365**